

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 404585

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Kateilyn Brawn

Name Environmental Defense Action Fund
1875 Connecticut Ave NW #600
Washington DC 20009

Address

(202) 387-3500

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Elizabeth Thompson - Executive Director

John McGeehan - Treasurer

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is _____.
- b. The candidate seeks election to the office of _____ in
the ☐ Primary Election, ☐ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is Environment.
- b. The Purchaser is Environmental Defense Action Fund

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.

ORDER

WPLG, INC.

Orders
Order / Rev: 404585
Alt Order #: 08355708
Product Desc: ENVIRO DEFENSE FUND
Estimate: 3607
Flight Dates: 09/13/16 - 09/19/16
Original Date / Rev: 10/25/16 / 10/25/16
Order Type: GENERAL

Primary AE: Justin Votta
Sales Office: PHI
Sales Region: NAT

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 210 W. Pennsylvania Avenue Ste 250
 Towson, MD 21204

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: ISS/Environ Defense Fund
Demographic: A35+
Product Codes: PL-Local-Political
Priority: P-2
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/19/16	12	\$17,500.00	\$14,875.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	12	\$17,500.00	\$14,875.00	26.40
Totals	12	\$17,500.00	\$14,875.00	26.40

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Justin Votta			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WPLG	09/16/16	09/16/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	----1--	:30	1	\$1,300.00	P-2	2.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	----1--		1				\$1,300.00		2.00			
2	WPLG	09/16/16	09/16/16	M-F 7-9a GMA Good Morning America M-F	CM	7-9am (7:00 AM-7:30 AM)	----1--	:30	1	\$1,900.00	P-2	2.30	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	----1--		1				\$1,900.00		2.30			
3	WPLG	09/19/16	09/19/16	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	1-----	:30	1	\$1,300.00	P-2	2.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	1-----		1				\$1,300.00		2.00			
4	WPLG	09/19/16	09/19/16	M-F 7-9a GMA Good Morning America M-F	CM	7-9am (7:00 AM-7:30 AM)	1-----	:30	1	\$1,900.00	P-2	2.30	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/19/16	09/25/16	1-----		1				\$1,900.00		2.30			
5	WPLG	09/17/16	09/17/16	Sat 6a LCL 10 News Local 10 News Sat @ 6am	CM	6-7am (6:30 AM-7:00 AM)	-----1-	:30	1	\$800.00	P-2	2.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-----1-		1				\$800.00		2.00			
6	WPLG	09/18/16	09/18/16	6a-Sun LCL 10 News Local 10 News Sunday @ 6am	CM	6-7am (6:30 AM-7:00 AM)	-----1	:30	1	\$800.00	P-2	2.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/16	09/18/16	-----1		1				\$800.00		2.00			

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 Alt Order #: 08355708
 Flight Dates: 09/13/16 - 09/19/16

Advertiser: ISS/Environ Defense Fund
 Product Desc: ENVIRO DEFENSE FUND
 Estimate: 3607
 WPLG, INC.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WPLG	09/18/16	09/18/16	7a-Sun LCL 10 News Local 10 News Sunday @ 7am (7:30 AM-8:00 AM)	CM	7-8am	-----1	:30	1	\$1,200.00	P-2	2.90	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	-----1		1				\$1,200.00		2.90			
8	WPLG	09/15/16	09/15/16	M-F 7-9a GMA Good Morning America M-F (7:00 AM-7:30 AM)	CM	7-9am	---1---	:30	1	\$1,900.00	P-2	2.30	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	---1---		1				\$1,900.00		2.30			
9	WPLG	09/13/16	09/13/16	M-F 6a LCL News LCL 10 News @ 6am (6:30 AM-7:00 AM)	CM	6-7am	-1-----	:30	1	\$1,300.00	P-2	2.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	-1-----		1				\$1,300.00		2.00			
10	WPLG	09/13/16	09/13/16	M-F 7-9a GMA Good Morning America M-F (7:00 AM-7:30 AM)	CM	7-9am	-1-----	:30	1	\$1,900.00	P-2	2.30	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	-1-----		1				\$1,900.00		2.30			
11	WPLG	09/14/16	09/14/16	M-F 6a LCL News LCL 10 News @ 6am (6:30 AM-7:00 AM)	CM	6-7am	--1----	:30	1	\$1,300.00	P-2	2.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	--1----		1				\$1,300.00		2.00			
12	WPLG	09/14/16	09/14/16	M-F 7-9a GMA Good Morning America M-F (7:00 AM-7:30 AM)	CM	7-9am	--1----	:30	1	\$1,900.00	P-2	2.30	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/16	09/18/16	--1----		1				\$1,900.00		2.30			
Totals														12	\$17,500.00